

Magenic Website Copywriting

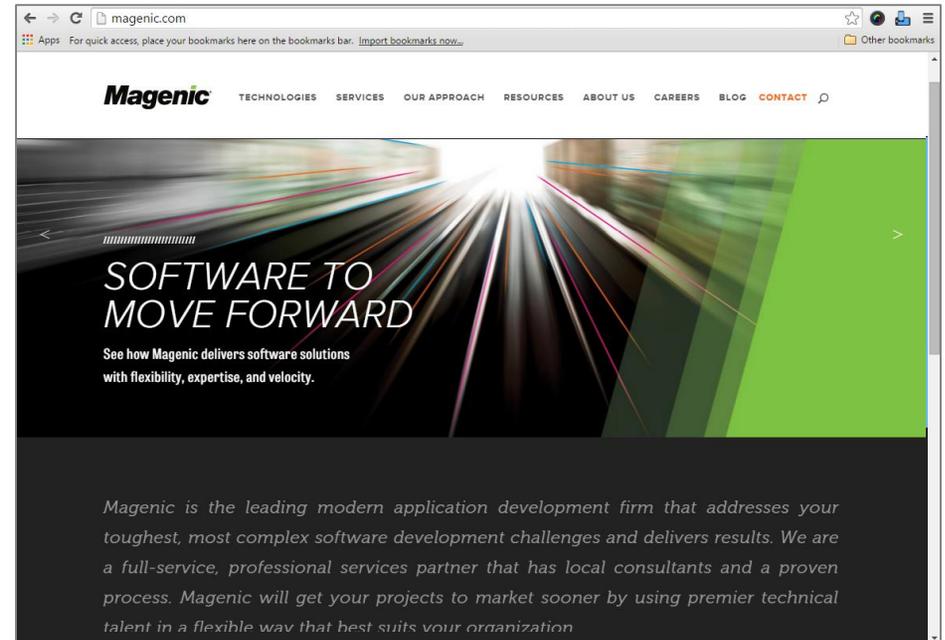
In 2014 Magenic developed a new brand identity. To support the new brand, a new website was created and launched May 1, 2015.

Challenges:

- Start each topic by addressing a customer “pain point”
- Focus on the customer needs, not what Magenic offers
- Use customer-friendly words, not Magenic-speak
- Use keywords – both for SEO and in the vernacular of the customer
- Stay under 300 characters for each topic for scan-ability and to keep design clean
- End with a call to action to read more or contact us

Samples:

The screens below show examples of copy I wrote to address these challenges.





OUR INDUSTRY TECHNOLOGIES

Mobile, cloud, big data, the Internet of things - technology has never changed as fast as it has in the last decade. No IT department can have expertise in all of them. The good news is you don't have to. At Magenic, we're constantly fine-tuning our team to make sure we have expert resources in the most relevant technology.

Stay on top of the latest technology from our experts on the [Magenic Blog](#).

ENTERPRISE	MOBILE/WEB	CLOUD
MICROSOFT	BIG DATA	

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ENTERPRISE

Your software solutions need to be designed for your business, not ours. Customization costs and license fees for off-the-shelf products can add up. You'll be locked into a system that just doesn't work. See how Magenic delivers custom software to move your business forward. [READ MORE...](#)

BLOG POST	WHITE PAPER	CASE STUDY
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OUR SERVICES

Software engineers and IT teams are being asked to do more and more. You don't have the resources, and everything is a top priority. How will you deliver the solutions your business demands?

At Magenic, we focus on flexibility to give you the team you need, when you need it. We don't sell "off- the-shelf" products, so you'll get solutions that are best for your business, not ours.

APP DEVELOPMENT

MOBILE APPS

QUALITY ASSURANCE

USER EXPERIENCE

SUPPORT & MAINTENANCE

DATA & ANALYTICS

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APPLICATION DEVELOPMENT

Custom software applications are complex. With Magenic, you'll get an entire team of project managers, business analysts, architects, developers, UX/UI designers and quality assurance experts. See how our team approach routinely delivers more functionality in less time. [READ MORE...](#)

BLOG POST

WHITE PAPER

CASE STUDY

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QUALITY ASSURANCE

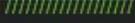
Mistakes are expensive. They ruin deadlines and budgets. Worse, if they aren't caught, they can drive away customers. See how Magenic's approach to QA can catch mistakes early to save you money and get your products to market faster. [READ MORE...](#)

[WHITE PAPER](#)[WHITE PAPER](#)[BLOG POST](#)[/// CONTACT US](#)

USER EXPERIENCE

Your entire project will be judged on how it works for those who use it. Poor user experience on internal systems causes wasted time, low adoption, and increased help-desk calls. For external systems, it's even worse. Customers will leave. See how Magenic puts your Customer Experience first. [READ MORE...](#)

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OUR APPROACH

Choosing a custom application development partner is a big decision. You have a lot of questions. We'll take time to get to know your business, and identify your pain points and opportunities.

Would you like your time to market reduced from years to months? Support costs cut in half? Millions saved in licensing fees? Hundreds of companies in every industry have seen these benefits from our unique approach.

CLIENTS

ENGAGEMENT

DELIVERY

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CLIENTS

Flexibility to adapt to your needs. Expertise in the latest technologies. Velocity to get your products to market faster. No other company can match how Magenec will transform your business and get you where you want to be. [READ MORE...](#)

FLEXIBILITY

EXPERTISE

VELOCITY

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ENGAGEMENT

Bringing in outsiders to work with your team can be stressful. Magenics Engagement Management style eliminates that stress. With minimal impact on your team, our process allows for the immersion of the Magenic team at the right time, and with the right skills. [READ MORE...](#)

[CASE STUDY](#)[CASE STUDY](#)[WHITE PAPER](#)

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DELIVERY

Get the speed of Agile development with the milestones of traditional project management. Through Magenics own Foundation delivery model, we combine the best of both to keep everyone engaged and your project moving forward. [READ MORE...](#)

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ENGAGEMENT

Flexibility defines our approach to engagement. Our decades of experience have helped us develop our preferred engagement model, Magenics Foundation. But if this method won't work for your unique needs, we can also create a Custom Engagement model. We'll use the method that works best for your business, not ours.

FOUNDATION ENGAGEMENT MODEL

Magenics's Foundation model describes how we deliver working software to our clients. It is our toolbox, our blueprints, and our set of instructions. And, while the tools in the toolbox are not unique to Magenics, we do think we've mastered how to choose the best tools for each unique situation better than just about anyone else in the business.

Many of our tools come from an Agile framework of software development. Our experience has shown time and time again that, when appropriate, an Agile approach delivers software solutions at a much higher quality, and with much faster time-to-market.

Magenics will bring in the right people to investigate your situation to really analyze what's happening and what it will take to get the work done. In this sense, Magenics will not bring you a proposal for the final solution itself. Instead, as your team and our team begin to work together, we can continually measure our velocity against the desired solutions.

We've seen this approach reduce time-to-market from years to months. Learn how we can help you by reading some of our [Case Studies](#).

CUSTOM ENGAGEMENT MODEL

When our Foundation engagement model won't work for your unique needs, we also employ tools from the more traditional development methodologies, or other tools and processes you have created in-house.

DELIVERY

No matter which engagement model we use for your project, our method of delivery will always be based on our Core Delivery Process. Learn more about the benefits of [Our Approach to Delivery](#). //

